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Trust is the vital bridge connecting our potential to the tangible impact of our humanitarian action.

Jagan Chapagain,
Secretary General of the IFRC



The Community Trust Index

An evidence-based tool for measuring and fostering trust in humanitarian action

Community trust is essential for effective humanitarian action, serving as the foundation for access, collaboration, and resilience.

Declining trust can hinder access, increase security risks, and create inefficiencies. Trust is complex and multi-dimensional, influenced by social, economic, cultural, and environmental factors. It must be actively earned, yet organisations and programmes often assume rather than measure community trust and may gain or lose this without a clear understanding of why.

The Community Trust Index provides organizations and programmes the means to:

MEASURE
community trust and
the factors influencing
this trust.

**UNDERSTAND
AND TRACK**
trust over time, and
compare how community
trust differs geographically
or between different
groups of people.

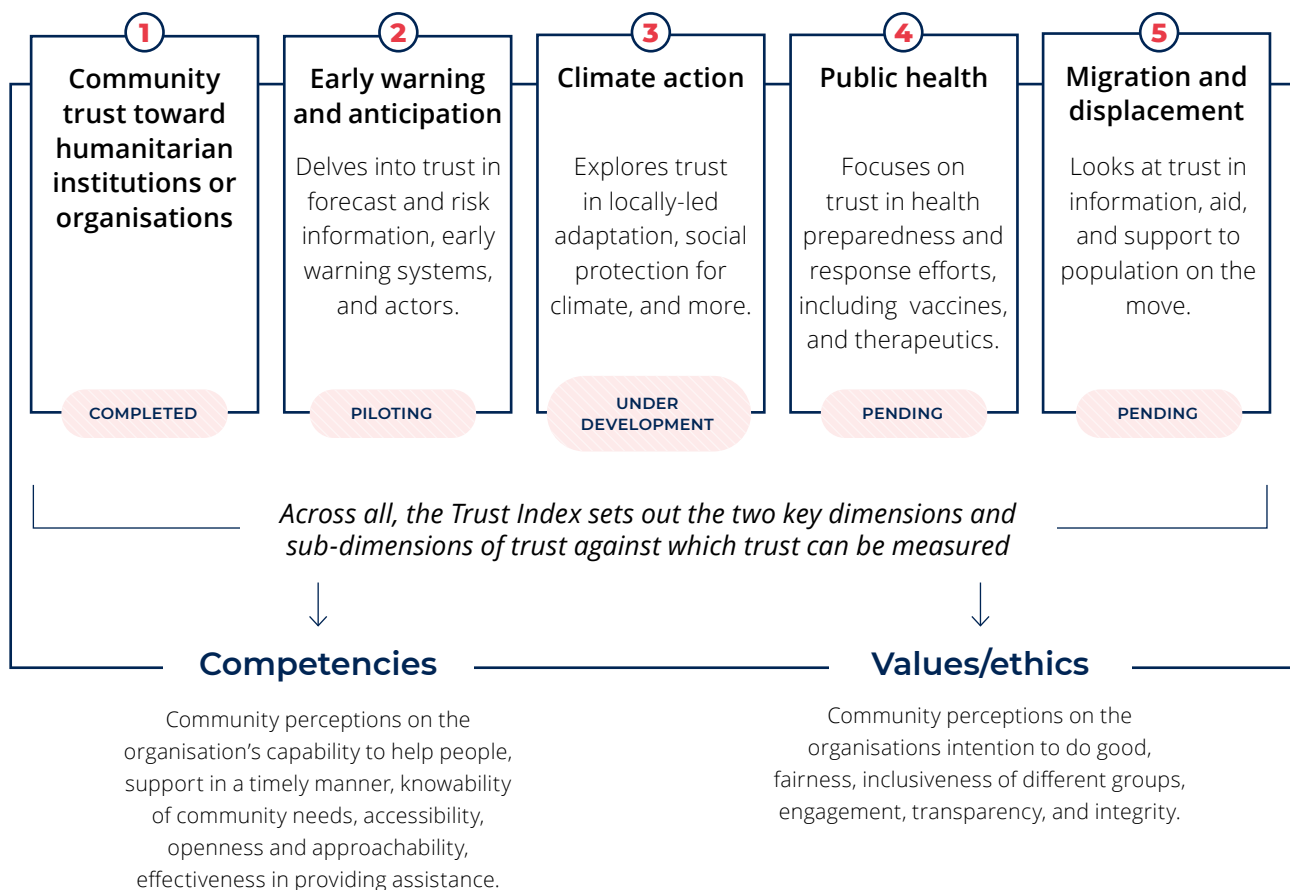
DEVELOP
informed actions for
fostering community trust
in humanitarian action.

It can be used by individual or interagency collectives of organisations, before, during, and/or after disasters, crises, and outbreaks.

The Trust Index can be used to explore various types of trust:

Institutional trust

Thematic trust Community trust in...



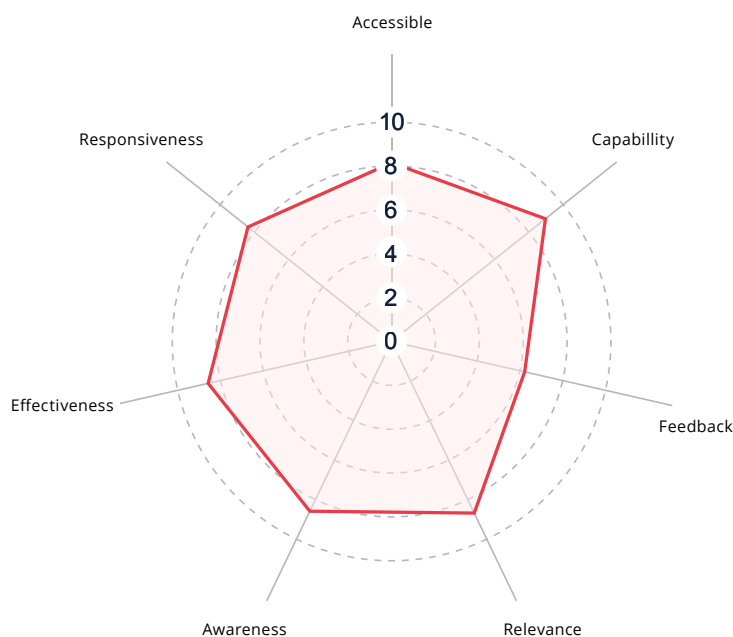
Mixed methods tools combine **standardised household surveys** with adjustable **qualitative questions** for measuring and exploring trust with communities against these dimensions and sub-dimensions.

The implementation of the Community Trust Index involves a process with five phases

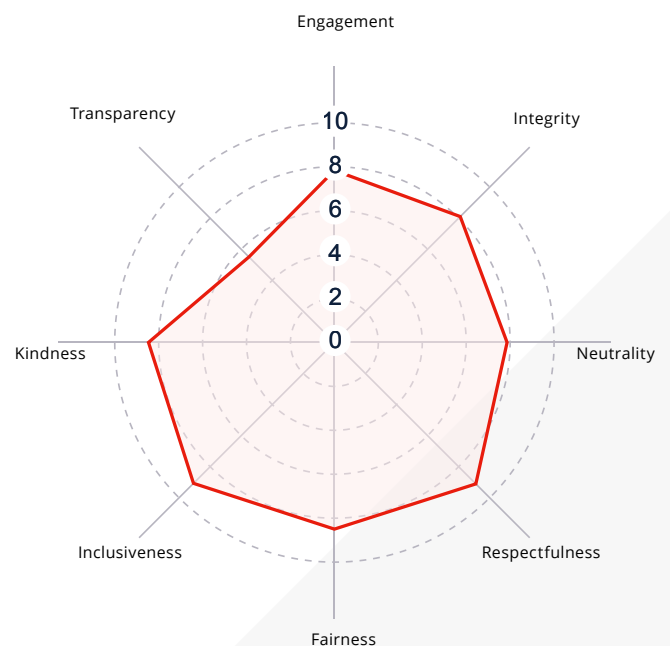


The findings from using Trust Index can be presented visually, clearly highlights gaps and areas requiring further action.

Competencies (organisation's capacity)



Values (organisation's values/ethics)



For example, in the above data from Mongolian Red Cross Society, community trust is high, largely due to the organization's timely support, understanding of needs, and non-discriminatory assistance. However, slightly low transparency suggests this is an area the organisation needs to strengthen.

The Community Trust Index has been spearheaded by IFRC's Community Engagement and Accountability (CEA) team. Its development in 2022–2023 involved:

- A **review** of existing literature **to inform** the index*.
- Cognitive **interview** with communities in Argentina, Azerbaijan, and Sudan **to refine** the data collection tools.
- **Pilots** in 8 countries (Argentina, Ecuador, Mongolia, Papua New Guinea, Philippines, Zambia, Zimbabwe, Tuvalu) to further test and refine the methodology.

In 2024, a Technical Advisory Group was formed to provide strategic guidance on trust to the Community Trust Index core team at the IFRC Secretariat. The group includes representatives from the Edelman Trust Institute, World Health Organization, Internews, Ground Truth Solutions, London School of Hygiene and Tropical Medicine, Bill & Melinda Gates Foundation, Solferino Academy, Common Thread, Global Network of People Living with HIV (GNP+), the Global Migration Lab and others.

* The Community Trust Index draws on thinking from: OECD Trustlab, World Values Survey (WVS), Gallup World Poll, Eurobarometer, Scientific journal articles, Edelman Trust Barometer, Gates Foundation, Global Migration Lab, Internews' Rooted in Trust, The Trust Project, PWC trust model.

To find out more, or to discuss potential collaborations:

Visit [Community Trust Index microsite](#)

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